

SOOBIN CHO

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⌚ [5oobin.github.io/website](https://5oobin.github.io/)

FOCUS AREAS

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- Computer-Supported Cooperative Work (CSCW), Computer-Mediated Communication (CMC)
 - Human-AI Interaction, Human-Agent Interaction

EDUCATION

University of Washington

Ph.D. in Human Centered Design & Engineering (HCI)
Advisors: Prof. David McDonald and Prof. Mark Zachry

Seattle, WA, USA

Sep 2023 - present

Seoul National University

M.S. in Engineering, Intelligence & Information (HCI)
Advisor: Prof. Joongseok Lee

Seoul, South Korea

Sep 2019 - Feb 2022

Thesis: *Study on Remote Studying Activity with Video Conferencing Tool to Feel the Presence of Others: Focusing on Revealing and Hiding Themselves through Videos*

Ewha Womans University

B.A. in Communication & Media
B.A. in International Studies (conc. in Business and Economics)

Seoul, South Korea

Mar 2013 - Feb 2019

RESEARCH PROJECTS

Building a Community Norm-Aware AI for Discussions in Wikipedia

Lead Researcher, University of Washington

Sep 2025 - present

Currently preparing training datasets of Wikipedia policy application cases.

Towards a Framework for AI-Supported Mediation in Community-based Online Collaboration

Lead Researcher, University of Washington

Aug 2025 - present

Working toward building an information-focused framework with content, community norms, and people as the main information types. [n.4]

Exploring How AI Can Assist Comprehension of Wikipedia Discussions

Lead Researcher, University of Washington

Jan 2025 - present

Created a web-based prototype with LLM-powered features and iteratively refined functionality through user feedback.

Rethinking Design Principles for AI Companions

Lead Researcher, University of Washington

Jan 2024 - Aug 2025

Conducted a five-phase multi-method study showing the collapse of ethics-UX boundaries in AI companion design and the need for flexible principle implementation. [Under Review]

Understanding How LLMs Impact Participation in Knowledge Communities with a Focus on Wikipedia

Research Assistant, University of Washington

Feb 2025 - May 2025

Assisted with qualitative interview analysis and the structuring of key insights that revealed differing impacts on experienced and novice editors. [Under Review]

Exploring Short-Lived AI Companion Chatbots through Collaborative Autoethnography

Lead Researcher, University of Washington

Jan 2024 - Dec 2024

Led a 10-day collaborative autoethnography with AI companion chatbots as part of the broader five-phase study. [p.4]

Examining Wikipedian Views on Key Elements of Discussion Summaries

Lead Researcher, University of Washington

Conducted interviews identifying 13 key elements for discussion summaries and found that AI summaries often missed community-specific aspects. [c.3]

Sep 2023 - Oct 2024

Designing to Protect Privacy and Reduce Fear for Teens on Social Media

Research Assistant, University of Washington

Assisted in analyzing interviews on teens' social media fears and in surveying ten empowerment-focused design prototypes. [c.2]

Nov 2023 - Jan 2024

Designing a New Video Conferencing Interface for Virtual Studying

Lead Researcher, Seoul National University

Designed and conducted usability testing of video conferencing interfaces that detect study-related motion while minimizing camera exposure. [p.3]

Jan 2022 - Apr 2022

Understanding Co-Studying Activity on Video Conferencing Rooms

Lead Researcher, Seoul National University

Conducted interviews, a survey, and video analysis to uncover the tension between users' desire to hide and reveal themselves on camera. [c.1]

Jan 2021 - Jan 2022

Designing a Knowledge-Sharing Chatbot for a Co-Living Space

Lead Researcher, Seoul National University

Designed a chatbot prototype supporting information sharing through interviews and a co-creation workshop, and conducted a one-week usability study in a co-living space. [p.2, n.2]

Jul 2020 - Jan 2021

Understanding Single Households' Casual Conversations with Smart Speakers

Lead Researcher, Seoul National University

Conducted a six-week field study of single households' smart speaker use, revealing limits to casual conversation. [n.3]

Jul 2020 - Jan 2021

Investigating Information Needed for Awareness between Remote Workers

Lead Researcher, Seoul National University

Designed a pseudo-service and ran a one-week usability study with remote workers to examine which awareness information they wanted to share and receive. [p.1]

Mar 2020 - Jun 2020

Building a Smart Speaker Application for Classical Music Beginners

Research Assistant, Seoul National University

Assisted in designing a smart speaker service introducing classical music and collected VOCs during a 15-day usability study. [8 Media Reports]

Sep 2019 - Jan 2020

Investigating Auditory Cues for Separateness of AI Speaker Services

Lead Researcher, Seoul National University

Designed and conducted usability testing of smart speaker services featuring different auditory cues. [n.1]

Oct 2019 - Nov 2019

PUBLICATIONS

PEER-REVIEWED CONFERENCE PROCEEDINGS

- [c.3] **Soobin Cho**, Mark Zachry, and David W. McDonald. 2025. Towards Insider Summarization for Mediation Instead of Moderation: Examining Wikipedian Views on Key Elements of Discussion Summaries. *Proc. ACM Hum.-Comput. Interact.* 9, 7, Article CSCW500 (November 2025), 25 pages. <https://doi.org/10.1145/3757681>
- [c.2] JaeWon Kim, **Soobin Cho**, Robert Wolfe, Jishnu Hari Nair, and Alexis Hiniker. 2025. Privacy as Social Norm: Systematically Empowering Teen Privacy Management on Social Media. *Proc. ACM Hum.-Comput. Interact.* 9, 2, Article CSCW151 (April 2025), 39 pages. <https://doi.org/10.1145/3711049>

- [c.1] **Soobin Cho**, Joongseek Lee, and Bongwon Suh. 2023. “I Want to Reveal, but I Also Want to Hide” Understanding the Conflict of Revealing and Hiding Needs in Virtual Study Rooms. *Proc. ACM Hum.-Comput. Interact.*, 7, CSCW2, Article 300 (October 2023), 27 pages. <https://doi.org/10.1145/3610091>

PEER-REVIEWED POSTERS AND EXTENDED ABSTRACTS

- [p.4] **Soobin Cho**, Anna Lindner, Joseph S. Schafer, Pitch Sinlapanuntakul, Julie A. Vera, and Mark Zachry. 2025. Collaborative Autoethnography as a Method to Explore Short-Lived Social AI Chatbots. In *13th International Conference on Human-Agent Interaction (HAI '25), November 10–13, 2025, Yokohama, Japan*. ACM, New York, NY, USA, 3 pages. <https://doi.org/10.1145/3765766.3765830>
- [p.3] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2022. “Hide Your Video, Show Your Action!” Investigating a New Video Conferencing Interface for Virtual Studying. In *Companion Computer Supported Cooperative Work and Social Computing (CSCW'22 Companion), November 08–22, 2022, Virtual Event, Taiwan*. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3500868.3559451>
- [p.2] Sang Ah Park, Yoon Young Lee, **Soobin Cho**, Minjoon Kim, and Joongseek Lee. 2021. “Knock Knock, Here Is an Answer from Next Door”: Designing a Knowledge Sharing Chatbot to Connect Residents: Community Chatbot Design Case Study. In *Companion Publication of the 2021 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '21 Companion), October 23–27, 2021, Virtual Event, USA*. ACM, New York, NY, USA, 5 pages. <https://doi.org/10.1145/3462204.3481738>
- [p.1] **Soobin Cho**, Bongwon Suh, and Joongseek Lee. 2020. Not Too Much, Nor Too Less: Investigating Which Information Should Be Shared for Awareness Between Remote Workers. In *Companion Publication of the 2020 Conference on Computer Supported Cooperative Work and Social Computing (CSCW '20 Companion)*. Association for Computing Machinery, New York, NY, USA, 239–243. <https://doi.org/10.1145/3406865.3418308>

NON-PEER-REVIEWED PUBLICATIONS

- [n.4] **Soobin Cho**, Mark Zachry, and David W. McDonald. 2025. A Framework for AI-Supported Mediation in Community-based Online Collaboration. arXiv:2509.10015 [cs.HC] <https://arxiv.org/abs/2509.10015> (accepted at 2025 CSCW workshop ‘Augmenting Collaborative Problem-Solving: Exploring the Design and Use of GenAI for Groupwork’)
- [n.3] **Soobin Cho**, Yoon Young Lee, Sang Ah Park, and Joongseek Lee. 2021. “Can Smart Speaker Be the ‘SimSimi’ for Single Households?: Study on the Use of Smart Speakers by Single Households. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages. [dbpia]
- [n.2] Sang Ah Park, **Soobin Cho**, Yoon Young Lee, and Joongseek Lee. 2021. ‘Naver Knowledge-iN’ in a Speaker: Designing a Voice-Based Knowledge Sharing Service. In *Proceedings of HCI Korea 2021 (HCIK 2021)*. The HCI Society of Korea, 6 pages. [dbpia]
- [n.1] **Soobin Cho** and Joongseek Lee. 2020. Study on Auditory Cues for Conversation Separateness in AI Speaker Multi-Turn Services. In *Proceedings of HCI Korea 2020 (HCIK 2020)*. The HCI Society of Korea, 4 pages. [dbpia]

TEACHING EXPERIENCE

DIRECTED RESEARCH GROUPS, University of Washington

Understanding Online Community Norms to Build an AI Agent (2)
Research group extended to create training datasets for norm-aware AI agents.

Winter 2026

Understanding Online Community Norms to Build an AI Agent (1)
Directed 6 students in understanding and labeling Wikipedia policy application cases to create training datasets for norm-aware AI agent.

Fall 2025

Design Principles for AI Companions (2)
Directed 3 students in conducting thematic analysis of over 400 design recommendations and performing internal and external heuristic evaluations to develop design principles.

Winter 2025

Design Principles for AI Companions (1)

Fall 2024

Directed 11 students in experiencing diverse AI companions, conducting user research, and applying over 500 design recommendations from related fields through guided discussions.

TEACHING ASSISTANT

HCDE 501: Theoretical Foundations of HCDE, University of Washington

Fall 2025, Winter 2026

HCDE 593: Master's Capstone, University of Washington

Spring 2025

HCDE 592: Master's Capstone Planning, University of Washington

Winter 2025

HCDE 519: Qualitative Research Methods, University of Washington

Fall 2024

HCDE 300: Foundations of HCDE, University of Washington

Spring 2024

Information Technology Practice, Seoul National University

Spring 2020, Fall 2020

WORK EXPERIENCE

Soft Berry Inc.

UX Researcher, Product Team

Seoul, South Korea

Mar 2022 - Aug 2023

Korean Series A startup (\$8M+ funding), operates Korea's leading EV charging station app

- First and sole UX researcher, led end-to-end research strategy and execution.
- Ran mixed-methods studies: interviews, contextual inquiries, surveys, workshops, usage data analysis, and market/competitive research.
- Partnered with leadership (CEO, COO, PM Lead) to align goals and convert insights into product principles and design guidelines.
- Collaborated with designers and engineers to implement findings in the app.
- Shared research outcomes across the organization through presentations and reports.

Weber Shandwick

Junior Associate, Consumer Marketing Team

Seoul, South Korea

Sep 2017 - Oct 2018

- Clients: Netflix, Burger King, American Airlines, Ocean Spray

- Planned and executed digital and print PR campaigns, conducted performance analyses, and supported crisis management.

HONORS AND SCHOLARSHIPS

Graduate Student Conference Presentation Award, University of Washington

Fall 2025

Special Recognition for Outstanding Reviews, ACM

CHI 2025 LBW

Publication Achievement Award, Seoul National University

Fall 2021

Brain Korea 21 Four Scholarship, Ministry of Education, Korea

Fall 2020, Spring 2021

Brain Korea 21 Plus Scholarship, Ministry of Education, Korea

Fall 2019, Spring 2020

Honors Scholarship, Ewha Womans University

Fall 2013, Fall 2014, Fall 2015, Spring 2017

Dean's List, Ewha Womans University

Spring 2013, Spring 2014, Fall 2014, Fall 2016, Spring 2017

INVITED TALKS AND LECTURES

HCID 590: Design, Use, Build (DUB) Seminar

Oct 2025

HCDE 545: Qualitative Research Methods

May 2025

HCI Korea 2020 Tutorial: Making 'Cool' Voice Service

Aug 2020

REVIEW SERVICE

ACM CSCW

2023 - 2026

ACM CHI

2025 - 2026

Wiki Workshop

2026

ACM CHI Late-Breaking Work

2022 - 2025

ACM CUI Short Papers

2025